

Princeton Survey Research Associates International
for
Federal Communications Commission

Broadband Service Capability Survey

Final Topline
December 3, 2009

N= 5,005 respondents 18 and over nationwide
Dates of Interviewing: October 19-November 23, 2009
Interviewing conducted in English and Spanish
Margin of Error: plus or minus 1.6 percentage points
Job#: 29076

LANDLINE INTRO:

IF FIRST CALL OR NO PREVIOUSLY SELECTED RESPONDENT

Hello, my name is _____ and I'm calling for Princeton Survey Research on behalf of the Federal Communications Commission. We're conducting an important national opinion survey. We are not selling anything. To make sure our survey includes many different kinds of families, I'm going to start with a few questions about who lives in your household.

IF CALLBACK FOR PREVIOUSLY SELECTED RESPONDENT

Hello, my name is _____ and I'm calling for Princeton Survey Research on behalf of the Federal Communications Commission. We're conducting an important national opinion survey. Could I please speak to the [INSERT AGE] year-old [INSERT GENDER man/woman] in the household?

IF SELECTED RESPONDENT

You have been selected to participate in this important national survey. We had called before and were unable to reach you. **GOTO MAIN INTERVIEW.**

WHEN SELECTED RESPONDENT COMES TO PHONE

Hello, my name is _____ and I'm calling for Princeton Survey Research on behalf of the Federal Communications Commission.. We're conducting an important national opinion survey. We are not selling anything. You have been selected to participate in this important national survey. We had called before and were unable to reach you.

- S1.** May I please speak to the person age 18 or older in the household who had the most recent birthday?
- S2.** I would like to call back at a later time to complete the interview. So that I can ask for that person when I call back, could you tell me his/her age?
- S2b. RECORD Sex of selected person. {If not obvious, Ask:**
And could you tell me if this person is a man or a woman?}

R2. REPEAT INTRODUCTION

Hello, my name is _____ and I'm calling for Princeton Survey Research on behalf of the Federal Communications Commission. We're conducting an important national opinion survey.

CELL PHONE INTRO:

Hello, I am ____ calling for Princeton Survey Research on behalf of the Federal Communications Commission. We are conducting a national survey of cell phone users. I know I am calling you on a cell phone. As a small token of our appreciation for your time, we will pay all eligible respondents \$5 for participating in this survey.

This is not a sales call. **(IF R SAYS DRIVING/UNABLE TO TAKE CALL:** Thank you. We will try you another time...)

VOICE MAIL MESSAGE (LEAVE ONLY ONCE -- THE FIRST TIME A CALL GOES TO

VOICEMAIL): I am calling for Princeton Survey Research on behalf of the Federal Communications Commission. We are conducting a short national survey of cell phone users. This is NOT a sales call. We will try to reach you again.

CELL PHONE SCREENING INTERVIEW:

S3. Are you under 18 years old, OR are you 18 or older?

READ TO ALL CELL PHONE SAMPLE:

INTRODUCTION TO MAIN INTERVIEW: We're interested in learning more about people with cell phones. If you are now driving a car or doing any activity requiring your full attention, I need to call you back later. The first question is...

MAIN INTERVIEW:

- Q1. Some people say they feel overloaded with information these days, considering all the TV news shows, magazines, newspapers, and the internet. Others say they like having so much information to choose from. How about you... do you feel overloaded, or do you like having so much information available?

22 Feel overloaded
 71 Like having so much information available
 5 Don't know
 3 Refused

- Q2. Overall, do you think that computers and technology give people MORE control over their lives, LESS control over their lives, or don't you think it makes any difference?

53 More
 13 Less
 27 No difference
 6 Don't know
 1 Refused

- Q3. Do you use a computer at your workplace, at school, at home, or anywhere else on at least an occasional basis?

81 Yes
 19 No
 * Don't know
 * Refused

- Q4. As I read the following list of things some people have, please tell me if you happen to have each one, or not. Do you have... **[INSERT ITEMS IN ORDER]**?

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref.</u>
a. Cable TV at home	65	35	*	*
b. Satellite TV at home	29	70	*	*
c. A desktop computer	66	34	*	*
d. A laptop computer (This includes a netbook.)	52	48	*	*
e. A landline phone at home	80	20	*	*
f. A cell phone... or a Blackberry or iPhone or other device that is also a cell phone	86	14	*	*
g. Internet access at home	75	25	*	*

Q4cd.1. How many working computers, both desktops and laptops, are there in your household?

Based on those who have a desktop or laptop computer (n=3,688)

- * No working computers
- 39 1
- 30 2
- 30 3 or more
- * Don't know
- * Refused

Q5. How comfortable would you say you are using a computer...very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

Based on those who have or use a computer (n=4,024)

- 61 Very comfortable
- 28 Somewhat comfortable
- 6 Somewhat UNcomfortable
- 4 Very UNcomfortable
- 1 Don't know
- 1 Refused

Q6. Have you ever used a computer or is that something that you have not ever done?

Based on those who do not have or use a computer (n=981)

- 35 Have used a computer
- 65 Have NOT ever used a computer
- 0 Don't know
- 0 Refused

Q7. Even though you do not now use a computer, how comfortable would you say you would be using a computer should you have the chance to use one...very comfortable, somewhat comfortable, somewhat uncomfortable or very uncomfortable?

Based on those who do not currently have or use a computer but have used one in the past (n=380)

- 22 Very comfortable
- 32 Somewhat comfortable
- 20 Somewhat UNcomfortable
- 21 Very UNcomfortable
- 2 Don't know
- 2 Refused

Q8. Do you ever access the internet ... or send and receive e-mail?

- 78 Yes
- 22 No
- * Don't know
- * Refused

Q9. Now please tell me if you access the internet at any of the following places? (First/Next) Do you ever access the Internet...[INSERT IN ORDER]?

Based on internet users (n=3,555)

	<u>Yes</u>	<u>No</u>	<u>Don't work/Go to school or church</u>	<u>DK</u>	<u>Ref.</u>
a. At home	92	8	0	*	*
b. At work	58	33	8	*	*
c. At a community center	14	86	*	*	*
d. At a public library	35	65	*	*	*
e. At church	5	94	1	*	*
f. At a friend or family member's house	65	35	*	*	*
g. At school	29	63	8	*	*

Q10. Just to confirm, you said you do NOT use the internet at home, is that correct?

Based on internet users who don't access the internet at home (n=385)

- 95 Yes, NO internet access at home
- 4 Do Use internet at home
- 0 Don't know
- 1 Refused

Q11.1 At home, do you now connect to the internet through a slow-speed connection such as dial-up or do you have a high-speed, broadband connection?

Based on those who have access to the internet at home (n=3,455)

- 8 Slow-speed connection
- 87 High-speed broadband connection
- 1 Both/Neither (VOL.)
- 1 Don't have internet at home (VOL.)
- 3 Don't know
- * Refused

Q11.2 Just to confirm, you now use a dial-up connection to the internet at home, not a higher-speed connection?

Based on those who use a slow-speed connection to access internet at home (n=476)

- 93 Yes, dial-up
- 5 No
- 1 Don't know
- 0 Refused

Q11.3 At home, do you now use [INSERT ITEM in ORDER] to connect to the internet?

Based on those who use a broadband connection to access internet at home (n=2,960)

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref.</u>
a. A DSL-enabled phone line	44	49	7	*
b. A cable modem	58	36	5	*
c. A satellite connection	10	87	3	*
d. A fixed wireless provider	29	62	9	*
e. A mobile broadband wireless connection for your computer or cell phone	44	51	4	*
f. A fiber optic connection, such as FIOS	10	84	6	*
g. A T-1 connection	5	75	20	*
h. A dial-up telephone line	12	85	2	0

Adopter Summary. Broadband adoption group.

- 65 Adopters
- 33 Non-adopters
- 22 Non-internet users
- 6 Dial-up users
- 6 No access at home/Don't use at home
- 1 Unclassified

Q12. Do you use a service with your laptop computer that is called wireless broadband, allowing you to access the internet virtually anywhere? This is usually a service that you have to pay a monthly fee for, either by itself or as part of another communications bill. This is NOT what is called Wi-Fi.

Based on those who have a laptop (n=2,268)

- 28 Yes, use wireless broadband
- 68 No, do not use wireless broadband
- 4 Don't know
- * Refused

HH1. How many adults, age 18 and over, currently live in your household INCLUDING YOURSELF?

- 19 Only respondent
- 57 2 adults
- 23 3 or more adults
- * Don't know
- * Refused

HH2. How many adults living in your household have a personal cell phone?

Based on multi-adult households (n=3,561)

- 6 No cell phones
- 13 1
- 57 2
- 24 3 or more cell phones
- * Don't know
- * Refused

Q13. Including yourself, how many people in your household use the internet at home?

Based those who have access to the internet at home (n=3,455)

- 19 One person
- 42 2 people
- 19 3 people
- 20 4 or more people
- * Don't know
- * Refused

Q14. Next... Please tell me if you EVER use the internet to do any of the following things. Do you ever use the internet to...[INSERT; READ AND RANDOMIZE]?

	<u>Yes, do this</u>	<u>No, don't do this</u>	<u>DK</u>	<u>Ref.</u>
<i>Items a-h based on Form A internet users (n=1,803)</i>				
a. Get local or community news online	76	24	*	0
b. Upload or share something you've created, like a video to a video sharing site or a photo	45	55	*	*
c. Visit a local, state or federal government website	75	25	1	*
d. Download or stream MUSIC files onto your computer so you can play them at any time you want	47	53	*	*
e. Buy a product online, such as books, music, toys or clothing	78	22	0	*
f. Use a social networking site	52	47	1	*
g. Submit a review about a product or service	52	48	*	*
h. Play games online	46	53	*	0
<i>Items i-p based on Form B internet users (n=1,752)</i>				
i. Get international or national news online	73	27	*	*
j. Get information about or apply for a job	57	43	0	0
k. Post to your own blog or a group blog in which you participate	23	77	1	*
l. Get advice or information from a government agency about a health or safety issue	50	49	*	*
m. Download or stream VIDEO files onto your computer so you can play them any time you want	38	62	*	*
n. Do any banking online	63	36	*	*
o. Take a class online for credit towards a degree of some kind, like a high school or college diploma or an advanced degree	22	78	0	*
p. Play complicated role playing games online	14	86	*	0

Q15. About how many years have you been an Internet user?

Based on internet users (n=3,555)

- 3 Under 2 years
- 9 2-4 years
- 15 5-7 years
- 33 8-10 years
- 14 11-14 years
- 15 15-17 years
- 1 18-19 years
- 8 20 or more years
- 2 Don't know
- * Refused

Q16. About how many months is that?

Based on internet users who have been online under 2 years (n=92)

- 48 0-6 months
- 40 7-12 months
- 5 13-18 months
- 1 19-24 months
- 6 Don't know
- 0 Refused

Q17. People have different reasons for starting to use the internet. We would like to know what your reasons were. First, **[INSERT IN ORDER]**...was this a reason you started using the internet? Next, what about **[INSERT]**? **[IF NECESSARY: Was this a reason you started using the internet?]**

Based on internet users who have been online under 2 years (n=92)

	<u>Yes,</u> <u>reason</u>	<u>No,</u> <u>not a</u> <u>reason</u>	<u>Don't</u> <u>work/have</u> <u>children</u>	<u>DK</u>	<u>Ref.</u>
a. My job required online access	20	77	3	0	0
b. I needed it for school	27	73	*	*	0
c. My children needed it for school	35	56	7	1	0
d. My children wanted internet access	41	52	8	0	0
e. To gain access to music, movies and other entertainment	46	53	0	1	0
f. An internet provider made a special offer too good to pass up	21	76	0	3	0
g. To share my photos or videos with family and friends	41	59	0	1	0
h. To email and stay in touch with family and friends	61	37	0	1	0

- Q18 You said the Internet provider made you a special offer too good to pass up. Can you tell me what that offer was? **[OPEN-END; RECORD VERBATIM RESPONSE]**

Note: Too few respondents to report

- Q19. You mentioned several reasons for starting to use the internet. Which one was the MOST IMPORTANT reason you started using the internet? **[IF NECESSARY, READ CATEGORIES]**

Based on internet users who have been online under 2 years (n=92)

- 31 To email and stay in touch with family and friends
- 19 My children needed it for school
- 10 I needed it for school
- 9 To gain access to music, movies and other entertainment
- 7 My children wanted internet access
- 6 My job required online access
- 3 To share my photos or videos with family and friends
- 2 An internet provider made a special offer too good to pass up
- 9 None of these was a reason
- 0 Don't work/Don't have children (**VOL.**)
- 4 Don't know/Refused

- Q20. Now I would like to ask about the bills for some of the services you said you have. (First,) do you happen to know if you get a separate bill for your **[INSERT IN ORDER]** or does this bill include other services?

	<u>Get separate</u>	<u>Includes other services</u>	<u>Co. pays for service (vol.)</u>	<u>Someone else handles bill/DK (vol.)</u>	<u>Ref.</u>
<i>Item a based on internet users who have a cell phone (n=3,232)</i>					
a. Cell phone	80	14	2	4	1
<i>Item b based on internet users who have a landline telephone (n=3,079)</i>					
b. Landline telephone	36	59	1	4	1
<i>Item c based on home internet users who have at least one other service (n=3,455)</i>					
c. Internet service	25	69	1	4	1
<i>Item d based on home internet users who have cable TV (n=2,283)</i>					
d. Cable TV	29	66	1	3	1
<i>Item e based on home internet users who have satellite TV (n=1,084)</i>					
e. Satellite TV	73	22	1	3	1
<i>Item f based on home internet users who have wireless broadband (n=626)</i>					
f. Wireless broadband	29	58	4	7	2

- Q21a. Thinking about your cell phone service, about how much do you pay, on average, for cell phone service each month, to the nearest dollar? **[IF NECESSARY, READ: This includes any long distance charges and texting charges on your bill.]**

- Q21b. Would you say your monthly cell phone bill averages...**[READ]**?

Based on those with only a cell phone bill (n=2,663)

- 7 \$25 or less
- 20 \$26 to \$50
- 18 \$51 to \$75
- 20 \$76 to \$100
- 30 More than \$100
- 2 Nothing/Do not pay
- * Get access through school or work
- 2 Don't know
- 1 Refused

Q22a. Thinking about your internet service at home, about how much do you pay, on average, for internet service each month, to the nearest dollar?

Q22b. Would you say your monthly internet bill averages...**[READ]**?

Based on home internet users who have a separate bill for internet service (n=921)

- 27 \$25 or less
- 45 \$26 to \$50
- 14 \$51 to \$75
- 4 \$76 to \$100
- 3 More than \$100
- 3 Nothing/Do not pay
- * Paid by work or school
- 2 **(DO NOT READ)** Don't know
- 2 **(DO NOT READ)** Refused

Q23a. Thinking about your wireless broadband service with your laptop, about how much do you pay, on average, for wireless broadband each month, to the nearest dollar?

Q23b. Would you say your monthly wireless broadband bill averages...**[READ]**?

Based on home internet users who have a separate bill for wireless broadband at home (n=165)

- 12 \$25 or less
- 44 \$26 to \$50
- 19 \$51 to \$75
- 3 \$76 to \$100
- 1 More than \$100
- 8 Nothing/Do not pay
- 7 Paid by work or school
- 4 **(DO NOT READ)** Don't know
- 1 **(DO NOT READ)** Refused

- Q24. Now thinking about the bill that includes your INTERNET access at home... What else is included on that bill? Does that bill include charges for **[INSERT IN ORDER]**?

[FOR SUBSEQUENT ITEMS:] What about charges for **[INSERT NEXT ITEM]**?

Based on home internet users whose internet is bundled with cell phone, landline phone, cable or satellite TV (n=2,219)

	<u>Yes</u>	<u>No</u>	<u>Co. pays bill</u>	<u>DK</u>	<u>Ref.</u>
a. A cell phone	10	86	2	2	*
b. A landline telephone	63	34	*	2	1
c. Cable TV	60	39	0	1	*
d. Satellite TV	7	92	*	*	*

- Q25a. About how much, on average, is your TOTAL monthly bill for the bundled service package that includes your internet access?

- Q25b. Would you say your monthly bill for ALL of these services averages...**[READ]**?

Based on home internet users whose bill for internet service is bundled with other services (n=2,337)

- 1 \$25 or less
- 8 \$26 to \$50
- 15 \$51 to \$75
- 23 \$76 to \$100
- 14 \$101 to \$125
- 16 \$126 to \$150
- 13 \$151 to \$200
- 5 More than \$200
- 2 Nothing/Do not pay
- * Paid by work or school
- 2 **(DO NOT READ)** Don't know
- 2 **(DO NOT READ)** Refused

- Q26. You mentioned that the cost for internet service at home is bundled into a bill with other services... do you happen to know how much internet service ALONE costs each month?

Based on home internet users whose bill for internet service is bundled with other services (n=2,337)

- 50 Yes
- 43 No
- 7 Don't know
- * Refused

Q27a. About how much do you pay, on average, for internet service ALONE each month, to the nearest dollar?

Q27b. Would you say your monthly internet bill ALONE averages...[READ]?

Based on home internet users who know the cost of their internet service alone (n=1,180)

- 24 \$25 or less
- 65 \$26 to \$50
- 9 \$51 to \$75
- 1 \$76 to \$100
- * More than \$100
- * Nothing/Do not pay
- 0 Get access through school or work
- * Don't know
- 1 Refused

Q28. You mentioned that the cost for your cell phone is bundled into a bill with other services... do you happen to know how much your cell phone ALONE costs each month?

Based on internet users whose bill for their cell phone is bundled with other services (n=457)

- 60 Yes
- 33 No
- 6 Don't know
- 1 Refused

Q29a. Thinking about your cell phone service, about how much do you pay, on average, for cell phone service each month, to the nearest dollar? **[IF NECESSARY, READ: This includes any long distance charges and texting charges on your bill.]**

Q29b. Would you say your monthly cell phone bill ALONE averages...[READ]?

Based on home internet users who know the cost of their cell phone service alone (n=272)

- 4 \$25 or less
- 24 \$26 to \$50
- 22 \$51 to \$75
- 16 \$76 to \$100
- 32 More than \$100
- 0 Nothing/Do not pay
- * Get access through school or work
- 0 Don't know
- 1 Refused

- Q30. Please tell me if you ever use your cell phone to do any of the following things. Do you ever use it to **[INSERT ITEM IN ORDER]** or not?

INTERVIEW INSTRUCTION: If R offers cell phone can not do this, punch as answer category #3.

Based on those who have a cell phone (n=4,268)

	<u>Yes, do this</u>	<u>No, do not</u>	<u>Cell phone can't do this (Vol.)</u>	<u>DK</u>	<u>Ref.</u>
a. Send or receive email	26	74	*	*	*
b. Send or receive text messages	66	34	*	*	*
c. Send or receive pictures	52	47	1	*	*
d. Send or receive Instant Messages	28	71	*	1	*
e. Access web pages on the internet	28	71	1	*	*
f. Get a map or directions to another location	27	72	1	*	*
g. Download or stream music or video	17	83	1	*	*
h. Download an application to your cell phone	20	79	1	*	*

- Q31. What kind of cell phone plan do you have? Is it **[READ]**

Based on those who have a cell phone (n=4,268)

- 17 A prepaid or pay-as-you-go plan **[PROMPT IF NEEDED – a Go-phone or plan without a contract]**, OR
- 54 A family plan where your phone is part of a contract that covers your family's cell phones, OR
- 25 A separate contract covering only your cell phone
- 3 **(DO NOT READ)** Don't know what kind of plan
- * **(DO NOT READ)** Refused

- Q32. Now, I have some questions about terms related to computers and the Internet. Not everyone will have heard about these. (First/Next), how well would you say you understand what...(INSERT; READ AND RANDOMIZE)?

READ FOR FIRST ITEM, THEN AS NECESSARY: Would you say you understand this term very well, somewhat well, not too well, or not at all?

Based on internet users (n=3,555)

	<u>Very</u>	<u>Somewhat</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK</u>	<u>Ref.</u>
a. An internet browser cookie is	38	30	13	19	1	*
b. Spyware and malware are	37	33	11	17	1	*
c. An operating system is	39	29	12	18	1	*
d. Refresh or Reload are	57	22	6	13	1	*
e. A widget is	14	12	14	58	2	*
f. A JPEG file is	37	21	9	32	1	*

GOVERNMENT CONTACTS

- Q33. During the past 12 months, have you ... (INSERT IN ORDER)?

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref.</u>
a. Gone to a local public library	47	53	*	0
b. Gone to a local place where you can use a computer for free, such as a community center or church	22	78	*	*
c. Gone to a government office or agency in person	37	62	*	*

- Q34. In the past 12 months, have you contacted your local, state or federal government by... (INSERT IN ORDER)?

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref.</u>
a. Calling a government office or agency on the phone	36	64	*	*
b. Writing a letter to a government office or agency	15	85	*	*
c. Sending an email to a government office or agency	24	75	*	*

- Q35. If you ever need to contact the government about... **(INSERT ITEM)**, would you prefer to do it over the phone, by mail, by going to a government website, by e-mail, or some other way? (Next...(INSERT. READ AND RANDOMIZE))

[READ AS NECESSARY: – would you prefer to contact the government about this over the phone, by mail, by going to a government website, by e-mail, or some other way]?

(NOTE: IF R SAYS “I don’t use the internet/Don’t have Internet access,” ASK: Would you prefer to do this over the phone, by mail or some other way?)

	<u>Phone</u>	<u>Mail</u>	<u>Gov’t website</u>	<u>E- mail</u>	<u>In person</u>	<u>Other</u>	<u>DK</u>	<u>Ref.</u>
a. A personal tax issue	50	7	10	14	13	2	3	1
b. Getting a license or permit for your car	13	11	22	8	41	1	3	1
c. Exploring government benefits for yourself or someone else	29	6	38	9	12	1	4	1
d. The kinds of programs different government agencies offer	29	6	41	10	7	1	4	1
e. Something happening in your community	42	6	20	14	7	5	5	1

- Q36. Now thinking just about the federal government and federal agencies: how important do you think it is for the federal government and federal agencies to make information and services available on the internet: very important, somewhat important, not too important or not at all important?

68 Very important
21 Somewhat Important
3 Not too important
6 Not at all important
2 Don’t know
1 Refused

- Q37. How much, if at all, has the Internet improved the way you interact with the federal government – a lot, some, only a little, or not at all?

Based on internet users (n=3,555)

26 A lot
30 Some
20 Only a little
21 Not at all
1 Don’t use Internet to contact government (**VOL.**)
1 Don’t know
* Refused

NON-ADOPTERS: DIAL-UP INTERNET USERS

- Q38. Now, I'd like you to think about internet access on a high speed or broadband connection...Have you ever accessed the Internet using a broadband connection, from somewhere other than home, such as at work, school, or a friend or family member's house?

Based on dial-up home internet users or non-home internet users (n=961)

- 46 Yes
- 47 No
- 6 Don't know
- 1 Refused

- Q39. Would you LIKE to have a faster, "broadband" internet connection at home or isn't that something you're interested in?

Based on those with dial-up home internet access or don't know type of connection (n=567)

- 41 Yes, interested
- 52 No, not interested
- 7 Don't know
- * Refused

- Q40. What about in the NEXT 12 months...how likely do you think it is that you will get a broadband connection at HOME...very likely, somewhat likely, not too likely or not likely at all?

Based on dial-up internet users who are interested in getting broadband at home (n=255)

- 17 Very likely
- 26 Somewhat likely
- 23 Not too likely
- 30 Not likely at all
- 1 Will NOT do it/Will NOT happen (VOL.)
- 3 Don't know
- 0 Refused

- Q41. Now, I'd like to read you a list of reasons why some people have NOT yet switched to a broadband internet connection. Please tell me if this is a reason for you, or not. (First/Next)...(INSERT. READ AND RANDOMIZE).

[READ FOR FIRST ITEM, THEN AS NECESSARY: Is this a reason you have not yet switched to a broadband internet connection?]

Based on those with dial-up home internet access or don't know type of connection (n=567)

	<u>Yes, reason</u>	<u>No, not a reason</u>	<u>DK</u>	<u>Ref.</u>
a. The monthly cost is too expensive	50	34	16	1
b. It's not available where I live	29	52	18	*
c. I do not need the additional speed it would offer	31	59	9	1
d. I do not use the internet that much	44	49	6	1
e. I do not want to enter into a long-term service contract	44	45	11	*
f. The activation or installation fee to get service is too much	44	40	16	1
g. I'm happy with my current service	49	42	8	1

- Q42. Of the reasons you listed, which would you say is the MOST IMPORTANT reason for you not switching to broadband....**(INSERT. READ ITEMS IN SAME ORDER)**

Based on those with dial-up home internet access or don't know type of connection (n=567)

- 19 Monthly cost is too expensive
- 18 I do not use the internet that much
- 17 It's not available where I live
- 16 I'm happy with my current service
- 6 I do not want to enter into a long-term service contract
- 5 The activation or installation fee to get service is too much
- 4 I do not need the additional speed it would offer
- 6 Combination of reasons **(SPECIFY) (VOL.)**
- 1 Other reason **(SPECIFY) (VOL.)**
- 7 None of these
- 1 Don't know
- 0 Refused

- Q43. You said that the monthly cost was a reason why you have not yet switched to a broadband connection. Can you tell me to the nearest dollar, how much would you be willing to spend on a broadband connection per month?

Based on dial-up home internet users who say cost is a barrier to switching to broadband (n=293)

- 34 \$25 or less
- 24 \$26 to \$50
- 4 More than \$50
- 13 Nothing/Not willing to spend on BB
- 22 Don't know
- 3 Refused

- Q44. If a broadband connection were available where you live, would you subscribe to a broadband internet service?

Based on dial-up home internet users who say lack of broadband availability is a barrier to switching (n=191)

- 74 Yes
- 15 No
- 10 Don't know
- 1 Refused

- Q45. Does **ANYONE** in your household use the internet from home or send and receive email from home?

Based on non-internet users or non-home internet users who live in multi-adult households (n=1,007)

- 22 Yes
- 76 No
- 2 Don't know
- * Refused

- Q46. And who is it in your household that uses the internet from home? (**PRECODED OPEN-END; ACCEPT UP TO FIVE RESPONSES**) (IF NECESSARY, PROMPT: Anyone else?)

Based on those who live in an internet household (n=3,496)

- 90 You/Yourself
- 57 Spouse/Partner
- 32 Child/Children
- 8 Parent/Grandparent/Aunt/Uncle/Older Relative
- 6 Grandchild/Grandchildren/Other Younger Relative
- 5 Other member of household not related to Respondent
- * Friends
- 1 Siblings
- * Everyone
- * Other (**SPECIFY**)
- * Don't know
- * Refused

- Q47. How often, if at all, do you ask someone else in your household to do something on the internet for you? (**READ**)

Based on non-internet users or non-home internet users who live in an internet household (n=246)

- 16 At least once a week
- 20 At least once a month
- 24 A few times a year
- 7 Less often
- 32 Never
- * (**DO NOT READ**) Don't know
- * (**DO NOT READ**) Refused

- Q48. Do you happen to know how they connect to the Internet – is it through a dial-up phone line or some other way?

Based on non-internet users or non-home internet users who live in an internet household (n=246)

- 21 Dial-up phone line
- 47 Some other way
- 32 Don't know
- * Refused

- Q49. Do you happen to know if they connect to the Internet through a cable modem, a D-S-L line or some other way?

Based on non-internet users or non-home internet users who live in an internet household where a HH member uses a non-dial up internet connection(n=121)

- 50 Cable modem
- 19 DSL line
- 14 Some other way (SPECIFY)
- 16 Don't know
- 0 Refused

- Q50. Now, I'd like to read you a list of reasons why some people do not have the internet at home. Please tell me if this is a reason for you, or not. (First/Next)...**(INSERT; READ AND RANDOMIZE).** [READ AS NECESSARY: Is this a reason why you don't have internet at home?]

Based on non-internet users (n=1,450)

	Yes, <u>reason</u>	No, <u>not a reason</u>	<u>DK</u>	<u>Ref.</u>
a. Monthly cost is too expensive	47	45	7	1
b. The activation and installation fee to get service is too much	42	48	8	1
c. It's not available where I live	13	81	5	1
d. There is nothing on the internet I want to see or use	35	60	4	2
e. I cannot afford a computer	40	58	1	1
f. The internet is just a waste of time	33	61	5	1
g. I am worried about all the bad things that can happen if I use the internet	45	51	3	1
h. I am not comfortable using a computer	46	49	4	2
i. I can access the internet all I need to at work	14	82	2	2

- Q51. Of the reasons you listed, which would you say is the MOST IMPORTANT reason for you not having access to the Internet at home....**(INSERT; READ ITEM IN SAME ORDER IF Q50ITEM=1)**

Based on non-internet users (n=1,450)

- 16 I am not comfortable using a computer
- 14 I cannot afford a computer
- 12 I am worried about all the bad things that can happen if I use the internet
- 11 Monthly cost is too expensive
- 7 The internet is just a waste of time
- 7 There is nothing on the internet I want to see or use
- 5 The activation and installation fee to get service is too much
- 2 I can access the internet all I need to at work
- 1 It's not available where I live
- 9 None of these
- 5 **(DO NOT READ)** Combination of reasons **(SPECIFY)**
- 5 **(DO NOT READ)** Other reason **(SPECIFY)**
- 2 **(DO NOT READ)** Don't know
- 1 **(DO NOT READ)** Refused

- Q52. You said that the monthly cost was a reason why you do not have an internet connection at HOME. Can you tell me to the nearest dollar, how much would you be willing to spend on an internet connection at HOME per month?

Based on those who say cost is a barrier to not getting internet access at home (n=635)

- 24 \$1 - \$25
- 4 \$1 - \$9
- 10 \$10 - \$19
- 10 \$20 - \$25
- 13 \$26 - \$50
- 3 \$51 or more
- 29 Nothing/Not willing to pay for internet at home
- 25 Don't know
- 6 Refused

- Q53. Now, I'd like to read you a list of reasons why some people do not use the Internet at home. Please tell me if this is a reason for you, or not. (First/Next)...**(INSERT; READ AND RANDOMIZE)**. **[READ AS NECESSARY: Is this a reason why you do NOT use internet at home?]**

Based on internet users who don't go online at home (n=399)

	Yes, <u>reason</u>	No, <u>not a reason</u>	<u>DK</u>	<u>Ref.</u>
a. Monthly cost is too expensive	57	40	3	0
b. The activation and installation fee to get service is too much	51	46	2	0
c. It's not available where I live	15	83	2	0
d. There is nothing on the internet I want to see or use	14	85	1	0
e. I cannot afford a computer	32	67	*	0
f. The internet is just a waste of time	14	84	2	0
g. I am worried about all the bad things that can happen if I use the internet	31	69	0	*
h. I am not comfortable using a computer	13	86	0	*
i. I can access the internet all I need to at work	34	65	*	*

- Q54. Of the reasons you listed, which would you say is the MOST IMPORTANT reason for you not accessing the Internet at HOME....**(INSERT; READ ITEMS IN SAME ORDER)**

Based on internet users who don't go online at home (n=399)

- 27 Monthly cost is too expensive
- 15 I cannot afford a computer
- 11 I can access the internet all I need to at work
- 9 I am worried about all the bad things that can happen if I use the internet
- 5 The activation and installation fee to get service is too much
- 5 It's not available where I live
- 4 I am not comfortable using a computer
- 4 The internet is just a waste of time
- 2 There is nothing on the internet I want to see or use
- 7 None of these
- 6 **(DO NOT READ)** Combination of reasons **(SPECIFY)**
- 3 **(DO NOT READ)** Other reason **(SPECIFY)**
- 1 **(DO NOT READ)** Don't know
- * **(DO NOT READ)** Refused

- Q55. You said that the monthly cost was a reason why you do not access the internet at HOME. Can you tell me to the nearest dollar, how much would you be willing to spend on an internet connection at HOME per month?

Based on those who say cost is a barrier to not using internet at home (n=223)

54 \$1 - \$25
 7 \$1 - \$9
 23 \$10 - \$19
 23 \$20 - \$25
 18 \$26 - \$50
 2 \$51 or more
 10 Nothing/Not willing to pay for internet at home
 15 Don't know
 1 Refused

- Q56. Did you, yourself, **EVER** at some point use the Internet or email at HOME, but have since stopped for some reason?

Based on all non-internet users (n=1,450)

17 Yes
 82 No
 1 Don't know
 * Refused

- Q57. When you used the internet or email, did you use a broadband or high-speed connection at HOME, or not?

Based on non-internet users who used to use the internet (n=262)

49 Yes, used broadband at home
 31 No, did not use broadband at home
 3 **(VOL.)** No internet connection at home
 16 Don't know
 1 Refused

- Q58. Would you like to start using the Internet and email (again), or isn't that something you're interested in?

Based on all non-internet users (n=1,450)

20 Yes, interested
 77 No, not interested
 2 Don't know
 * Refused

- Q59. Would you like to get an internet connection at home, or isn't that something you're interested in?

Based on internet users who don't go online at home (n=399)

- 46 Yes, interested
- 48 No, not interested
- 5 **(VOL.)** Already have internet connection at home
- 0 Don't know
- 1 Refused

- Q60. What about in the NEXT 12 months? How likely do you think it is that you will get a BROADBAND internet connection at home...very likely, somewhat likely, not too likely or not likely at all?

Based on those interested in internet (n=417)

- 26 Very likely
- 28 Somewhat likely
- 19 Not too likely
- 22 Not likely at all
- 1 **(VOL.)** Will NOT do it/Will NOT happen
- 4 Don't know
- 1 Refused

SATISFACTION WITH AND VALUE OF INTERNET

- Q61. How satisfied are you overall with your current internet service at home...very satisfied, somewhat satisfied, not too satisfied or not at all satisfied?

Based on those who use internet at home (n=3,455)

- 58 Very satisfied
- 34 Somewhat satisfied
- 4 Not too satisfied
- 2 Not at all satisfied
- 1 Don't know
- * Refused

- Q62. Now thinking about the activities you do online, please tell me how important this activity is to you... (First,) [INSERT ITEM; RANDOMIZE]? How about [INSERT ITEM]?

[READ FOR FIRST ITEM, THEN AS NECESSARY: How important is this activity to you...very important, somewhat important, not too important or not important at all?]

Based on internet users (n=3,555)

	<u>Very</u>	<u>Somewhat</u>	<u>Not too</u>	<u>Not at all</u>	<u>DK</u>	<u>Ref.</u>
a. Keeping up with the news in your community	37	39	11	13	*	*
b. Sharing content with others, such as photos, videos, or text	32	37	15	15	*	*
c. Shopping online	20	38	19	22	*	*
d. Communicating online with friends and family, even if they are far away	63	25	5	6	*	*
e. Playing games online	8	18	22	51	*	*
f. Watching TV shows, movies and other video online	10	25	23	42	*	*

- Now, I'd like to read you a list of statements about the Internet. For each, please tell me if you strongly agree, somewhat agree, somewhat DISagree, or strongly DISagree. **(READ; INSERT AND RANDOMIZE) [IF NECESSARY: - Do you strongly agree, somewhat agree, somewhat DISagree, or strongly DISagree with this statement?]**

Based on Total Sample (n=5005)

	<u>Strongly Agree</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Strongly Disagree</u>	<u>DK</u>	<u>Ref.</u>
a. The internet is too dangerous for children	32	37	17	10	3	1
b. It is important for children to learn how to use the Internet	67	24	4	4	1	1
c. The internet is a valuable source for information and learning	73	22	2	1	1	*
d. There is too much pornography and offensive material on the internet	59	20	8	5	8	1
e. People can be more productive using the internet	49	38	6	3	4	1
f. It is too easy for my personal information to be stolen online	45	37	10	3	4	*

- Q64. Now, I'd like to read you a list of activities available on the internet. As I read an item, please tell me if you were to start accessing the Internet, do you think you would use the Internet for...**[INSERT; READ AND RANDOMIZE]**? (Next,...)Would you use the internet for...**(INSERT; READ AND RANDOMIZE)**, or not?

Based on non-internet users (n=1,450)

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref.</u>
a. Keeping up with the news in your community	47	52	1	*
b. Sharing content with others, such as photos, videos, or text	36	61	2	1
c. Shopping online	28	70	1	*
d. Communicating with friends and family, even if they are far away	61	37	2	*
e. Playing games online	31	68	2	*
f. Watching TV shows, movies and other video online	28	70	2	*

DEMOGRAPHICS

(READ) A few last questions for statistical purposes only...

SEX. Record respondent sex (**DO NOT READ**)

- 48 Male
- 52 Female

AGE. What is your age?

- 21 18-29
- 34 30-49
- 26 50-64
- 17 65 or older
- * Don't know
- 2 Refused

EMPL. Are you now employed full-time, part-time, retired, or are you not employed for pay?

- 45 Employed full-time
- 13 Employed part-time
- 19 Retired
- 17 Not employed for pay
- 2 **(VOL.)** Have own business/self-employed
- 3 **(VOL.)** Disabled
- 1 **(VOL.)** Student
- 1 **(VOL.)** Other
- * **(DO NOT READ)** Refused

MAR. Are you currently married, living with a partner, divorced, separated, widowed, or have you never been married?

- 55 Married
- 7 Living with a partner
- 9 Divorced
- 3 Separated
- 6 Widowed
- 17 Never been married
- 3 Single **(VOL.)**
- * Don't know
- 1 Refused

CARE. Do you provide care to your parents or other relatives age 18 or older? This may include help with personal needs or household chores. It might be managing a person's finances, arranging for outside services, or visiting regularly to see how they are doing. This person need not live with you.

[IF R ASKS DOES GIVING MONEY COUNT?, ASK:] Aside from giving money, do you provide any other type of unpaid care to help them take care of themselves, such as help with personal needs, household chores, arranging for outside services, or other things? **IF NOTHING OTHER THAN money, CODE NO.**

- 36 Yes
- 63 No
- * Don't know
- * Refused

Dis001 Are you deaf or do you have serious difficulty hearing?

- 8 Yes
- 92 No
- * Don't know
- * Refused

Dis002 Are you blind or do you have serious difficulty seeing even when wearing glasses?

- 5 Yes
- 95 No
- * Don't know
- * Refused

Dis003 Because of a physical, mental, or emotional condition, do you have serious difficulty concentrating, remembering, or making decisions?

- 8 Yes
- 91 No
- * Don't know
- * Refused

Dis004 Do you have serious difficulty walking or climbing stairs?

- 12 Yes
- 88 No
- * Don't know
- * Refused

Dis005 Do you have difficulty dressing or bathing?

- 2 Yes
- 97 No
- * Don't know
- * Refused

Dis006 Because of a physical, mental, or emotional condition, do you have difficulty doing errands alone such as visiting a doctor's office or shopping?

- 6 Yes
- 94 No
- * Don't know
- * Refused

HH3 How many children, under age 18, currently live in your household?

- 61 0 children
- 15 1
- 14 2
- 9 3 or more
- * Don't know
- 1 Refused

HH4. How many of these children have a personal cell phone?

Based on those who have children (n=1,504)

- 56 0 children
- 30 1
- 12 2
- 3 3 or more
- * Don't know
- * Refused

PAR1. Is this child.../ Are any of these children... **(INSERT; READ IN ORDER)**

Based on those who have children under 18 now living at home (n=1,504)

	<u>Yes</u>	<u>No</u>	<u>DK</u>	<u>Ref.</u>
a. Under age 5?	38	62	0	*
b. 5 to 12 years old?	52	48	*	*
c. 13 to 17 years old?	42	58	*	*

PAR2. Are you the parent or guardian of (this child / any of these children) under age 18 now living in your household?

Based on those who have children under 18 now living at home (n=1,504)

- 85 Yes
- 15 No
- 0 Don't know
- * Refused

PAR3. Do you have any children currently enrolled in school, or college?

- 36 Yes
- 63 No
- * Don't know
- * Refused

LANG. Is English your native language, or not?

- 93 Yes
- 7 No
- 0 Don't know
- * Refused

EDUC. What is the last grade or class you completed in school? **(DO NOT READ, BUT CAN PROBE FOR CLARITY IF NEEDED).**

- 4 None, or grades 1-8
- 9 High school incomplete (grades 9-11)
- 31 High school graduate (grade 12 or GED certificate)
- 3 Technical, trade or vocational school AFTER high school
- 24 Some college, no 4-year degree (includes associate degree)
- 16 College graduate (B.S., B.A., or other 4-year degree)
- 12 Post-graduate training/professional school after college (toward a Masters/Ph.D., Law or Medical school)
- * **(DO NOT READ)** Don't know/Refused

HISP. Are you, yourself, of Hispanic or Latino origin or descent, such as Mexican, Puerto Rican, Cuban, or some other Latin American background?

- 13 Yes
- 87 No
- * **(DO NOT READ)** Don't know
- * **(DO NOT READ)** Refused

RACE1 Which of the following describes your race? You can select as many as apply.

[READ LIST. RECORD UP TO FOUR RESPONSES IN ORDER MENTIONED]

- 76 White
- 14 Black or African-American
- 2 Asian
- 3 American Indian or Alaska Native
- 1 Native Hawaiian or other Pacific Islander
- 4 (VOL.) Some other race
- * (DO NOT READ) Don't know
- 2 (DO NOT READ) Refused

INC. Last year, that is in 2008, what was your total family income from all sources, before taxes?
Just stop me when I get to the right category... **[READ 1-9]**

- 8 Less than \$10,000
- 9 \$10,000 to under \$20,000
- 9 \$20,000 to under \$30,000
- 9 \$30,000 to under \$40,000
- 9 \$40,000 to under \$50,000
- 14 \$50,000 to under \$75,000
- 10 \$75,000 to under \$100,000
- 8 \$100,000 to under \$150,000
- 5 \$150,000 or more
- 8 (DO NOT READ) Don't know
- 11 (DO NOT READ) Refused

THANK RESPONDENT: That concludes our interview. Have a nice day/evening.